

Order / Rev: 710556
 Alt Order #: 6300581
 Flight Dates: 09/12/12 - 09/17/12

Advertiser: Priorities USA Action
 Product Desc: PRIORITIES USA ACT
 Estimate: 1560

WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	WTLV	09/14/12	09/14/12	Last Call Last Call	CM	136x-205x	----F--	:30	1	\$30.00	P-3	0.00	NM	1	\$30.00
	C-DALY-NBC<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	----F--		1				\$30.00		0.00			
4	WTLV	09/14/12	09/14/12	M-F 5-6a M-F 5-6am	CM	5a-6a	----F--	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
	GDMORNJKSNRSE<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	----F--		1				\$250.00		0.00			
5	WTLV	09/14/12	09/14/12	M-F 530-6p M-F 5:30-6pm	CM	M-F 5:30p-6p	----F--	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
	FIRST CST-5:30<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	----F--		1				\$400.00		0.00			
6	WTLV	09/14/12	09/14/12	Today Show II M-F 9-10am	CM	9a-10a	----F--	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
	TODAY SHW2-NBC														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	----F--		1				\$250.00		0.00			
7	WTLV	09/17/12	09/17/12	Days of Our Lives Days of Our Lives	CM	M-F 1p-2p	M-----	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
	DAYS-OUR LIVES<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	M-----		1				\$150.00		0.00			
8	WTLV	09/17/12	09/17/12	Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
	TONITE SHW-NBC<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	M-----		1				\$250.00		0.00			
9	WTLV	09/17/12	09/17/12	M-F 4-5p Ellen	CM	M-F 4p-5p	M-----	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
	ELLEN<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	M-----		1				\$175.00		0.00			
10	WTLV	09/17/12	09/17/12	M-F 5-6a M-F 5-6am	CM	5a-6a	M-----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
	GDMORNJKSNRSE<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	M-----		1				\$250.00		0.00			
11	WTLV	09/17/12	09/17/12	M-F 6-7a M-F 6-7am	CM	6a-7a	M-----	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
	GDMRN JCKSNVLL<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	M-----		1				\$600.00		0.00			
12	WTLV	09/17/12	09/17/12	Today Show II M-F 9-10am	CM	9a-10a	M-----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
	TODAY SHW2-NBC														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	M-----		1				\$250.00		0.00			
13	WTLV	09/15/12	09/15/12	Sat 7-730p Wheel of Fortune	CM	Sat 7p-7:30p	-----S-	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
	WHEEL-FORTNE W														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	-----S-		1				\$250.00		0.00			
14	WTLV	09/15/12	09/15/12	SAT TDY NBC Today Show (Sa)	CM	7a-8a	-----S-	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
	SAT TODAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	-----S-		1				\$300.00		0.00			
15	WTLV	09/16/12	09/16/12		CM	Sun 6p-6:30p	-----S	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00

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Sun 6-630p Sun 6-630pm															
FIRST CST NW@6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	-----S					1	\$300.00		0.00			
16	WTLV	09/13/12	09/13/12	M-F 10-11a Today Show 3	CM	M-F 10a-11a	---T---	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
TODAY SHW3-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	---T---					1	\$250.00		0.00			
17	WTLV	09/13/12	09/13/12	Tonight Show Tonight Show	CM	1135p-1237a	---T---	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
TONITE SHW-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	---T---					1	\$250.00		0.00			
18	WTLV	09/13/12	09/13/12	Late Night Late Night w/Jimmy Fallon	CM	1235a-135a	---T---	:30	1	\$80.00	P-3	0.00	NM	1	\$80.00
J FALLON-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	---T---					1	\$80.00		0.00			
19	WTLV	09/13/12	09/13/12	M-F 12-1230p FCN Noon News	CM	M-F 12p-12:30p	---T---	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
FIRST CST-NOON<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	---T---					1	\$200.00		0.00			
20	WTLV	09/13/12	09/13/12	M-F 7-730p Wheel of Fortune	CM	M-F 7p-7:30p	---T---	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
WHEEL-FORTNE<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	---T---					1	\$700.00		0.00			
21	WTLV	09/13/12	09/13/12	Today Show M-F 7-9am	CM	7a-9a	---T---	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
TODAY SHW<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	---T---					1	\$500.00		0.00			
22	WTLV	09/12/12	09/12/12	M-F 11a-12p First Coast Living	CM	M-F 11a-12p	--W----	:30	1	\$80.00	P-3	0.00	NM	1	\$80.00
FIRST COAST LVNG															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	--W----					1	\$80.00		0.00			
23	WTLV	09/12/12	09/12/12	Late Night Late Night w/Jimmy Fallon	CM	1235a-135a	--W----	:30	1	\$80.00	P-3	0.00	NM	1	\$80.00
J FALLON-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	--W----					1	\$80.00		0.00			
24	WTLV	09/12/12	09/12/12	M-F 5-530p M-F 5-530pm	CM	M-F 5p-5:30p	--W----	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
FIRST CST NW@5<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	--W----					1	\$300.00		0.00			
25	WTLV	09/12/12	09/12/12	M-F 5-6a M-F 5-6am	CM	5a-6a	--W----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
GDMORNJKSNRSE<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	--W----					1	\$250.00		0.00			
26	WTLV	09/12/12	09/12/12	M-F 6-7a M-F 6-7am	CM	6a-7a	--W----	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
GDMRN JCKSNVLL<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	--W----					1	\$600.00		0.00			
27	WTLV	09/12/12	09/12/12		CM	7a-9a	--W----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
TODAY SHW< <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/10/12 09/16/12 --W---- 1 \$500.00 0.00															
28	WTLV	09/12/12	09/12/12	Today Show II M-F 9-10am	CM	9a-10a	--W----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
TODAY SHW2-NBC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/10/12 09/16/12 --W---- 1 \$250.00 0.00															
													Totals	28	\$7,855.00